



WTIC-TV

ORDER

Print Date 10/24/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 401496 / INTNL ASSOC OF FREFG

Original Date / Revision 10/24/12 10/24/12
Agency Com 15%

Advertiser ISS / International Associati

Agency Waterfront Strategies

Buying Contact

3050 K St NW
Suite 100
Washington, DC 20007

Product

INTNL ASSOC OF FREFG

Agency Com 15%

Billing Contact

3050 K St NW
Suite 100
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2182

Alt Order # 06394741

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 9% Market Value 41388

Competing Station	% of Order	Amount
2WCCT	1%	413
3WFSB	21%	8691
4WVIT	7%	2897
5WTNH	62%	25661
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	7	\$3,166.25	\$3,725.00	0.00	10/29/12	11/05/12	7	\$3,166.25	\$3,725.00
Totals	7	\$3,166.25	\$3,725.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/30/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	4	\$425.00	02	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4				\$425.00		0.00			
E 2	61	10/30/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		1				\$1,300.00		0.00			
E 3	61	11/03/12	11/03/12	Sa 12p-4p Sa 1p-2p (1:00 PM-2:00 PM)	CM	1p-2p	- - - - - 1 -	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - 1 -		1				\$300.00		0.00			
E 4	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1 - - - - -	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1 - - - - -		1				\$425.00		0.00			
													Totals	7	\$3,725.00